Transmission of a geographical indication  
 established for a spirit drink

I.DATA SHEET

L Name and type

1. Name (s) to be registered:

Genièvre Flandre Artois (fr)

1. Category

19. Juniper-flavoured spirit drinks

1. Applicant Country

France

1. Language of the application:

French

1. Type of geographical indication:

PGI — Protected Geographical Indication

1. Contact details

a. Name and position of the applicant

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| Name and position of the applicant | Association de défense du Genièvre Flandre Artois |
| Legal status, size and composition (in the case of legal persons) | Association (Law of 1901) made up of producers of Genièvre Flandre Artois. |
| Nationality | France |
| Address | 1, rue de la distillerie  59118 WAMBRECHIES |
| Country | France |
| Telephone | (33) (0) 320149191 |
| E-mail address (es) | [adgfa@outlook.fr](mailto:adgfa@outlook.fr) |

b. Intermediary details

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| --- | --- |
| Name of the intermediary | Ministry of Agriculture and Food |
| Address | Direction Générale de la Performance Économique et  Environnementale des Entreprises (DGPE)  Office for wines and other drinks  3 Rue Barbet de Jouy  75349 Paris Cedex 07 SP  France |
| Country | France |
| Telephone | (33) (0) 149554955 |
| E-mail address (es) | [liste-cdc-vin-aop-DGPAAT@agriculture.gouv.fr](mailto:liste-cdc-vin-aop-DGPAAT@agriculture.gouv.fr) |

1. Contact details of interested parties
2. Detailed information on the competent control authority

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| --- | --- |
| Name of competent regulatory body | Institut National de l'Origine et de la Qualité (INAO) |
| Address | 12, rue Henri Rol-Tanguy  TSA 30003  93555 Montreuil sous bois Cedex  France |
| Country | France |
| Telephone | (33) (0) 173303800 |
| E-mail address (es) | [info@inao.gouv.fr](mailto:info@inao.gouv.fr) |

1. Detailed information on the inspection bodies
2. Description of the soft drink

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| Heading — Name of the product | Genièvre Flandre Artois |
| Physical, chemical and/or organoleptic characteristics | ‘Genièvre Flandre Artois’ is characterised by:   * its white colour with stronger or weaker amber tones depending on the age of the product, and its silky texture when the genièvre is poured into the glass; * the nose can appreciate a notable smell of cereals, most often tempered by aromas of spice, smoke, spume, and juniper berries,   5   * To the mouth, generally the attack is lively and frank, carried by herbaceous notes. Then there is the aromas of cereals, spices that dominate, with a presence of juniper berries that tends to fade with the aging of the product. Finally, the " Genièvre Flandre Artois "is characterized by a strong persistence in the mouth supported by a slight bitterness.   The ‘Genièvre Flandre Artois’ at the time of marketing the goods to the consumer, presents a minimum alcoholic strength by volume of 35 %. |
| Specific characteristics (in comparison with other spirit drinks in the same category) | The distillation of cereals in the presence of juniper berries creates this original aromatic harmony, where the odour of the cereals is more often characterised by flavourings of juniper spices, smoked, spray and berries.  The last phase driving of simple distillation in copper stills makes it possible to obtain a very aromatic spirit with a silky texture. Distillation, to an alcoholic strength by volume of not more than 65 %, gives the spirits a lively and sharp attack and a high degree of persistence in the mouth.  Finally, the fact that there is no added colorants, sweeteners or additives will preserve the organoleptic characteristics of ‘Genèvre Flandre Artois’. |

1. Definition of the geographical area

a. Description of the defined geographical area

The grain saccharification, the fermentation of the wort, the distillation of the fermented wort, and — where applicable — the ageing of the spirit are carried out on the territory of the following municipalities:

Nord (59): Aix , Allennes-les-Marais , Anhiers , Annoeullin , Anstaing , Armbouts-

Cappel , Armentières , Arnèke , Attiches , Aubers , Auby , Auchy-lez-Orchies ,

Avelin , Bachy , Bailleul , Baisieux , Bambecque , (La) Bassée , Bauvin ,

Bavinchove , Beaucamps-Ligny , Bergues , Bersée , Berthen , Beuvry-la-Forêt ,

Bierne , Bissezeele , Blaringhem , Boeschepe , Boëseghem , Bois-Grenier ,

Bollezeele , Bondues , Borre , Bourbourg , Bourghelles , Bousbecque , Bousignies ,

Bouvignies , Bouvines , Bray-Dunes , Brillon , Brouckerque , Broxeele ,

Buysscheure , Caëstre , Camphin-en-Carembault , Camphin-en-Pévèle , Capinghem

, Cappelle-Brouck , Cappelle-en-Pévèle , Cappelle-la-Grande , Carnin , Cassel ,

(La) Chapelle-d'Armentières , Château-l'Abbaye , Chemy , Chéreng , Cobrieux ,

Comines , Coudekerque , Coudekerque-Branche , Courchelettes , Coutiches ,

Craywick , Crochte , Croix , Cuincy , Cysoing , Deûlémont , Don , Douai , (Le)

Doulieu , Drincham , Dunkerque , Ebblinghem , Eecke , Emmerin , Englos ,

Ennetières-en-Weppes , Ennevelin , Eringhem , Erquinghem-le-Sec , Erquinghem-

Lys , Escobecques , Esquelbecq , Esquerchin , Estaires , Faches-Thumesnil ,

Faumont , Flers-en-Escrebieux , Flêtre , Flines-lès-Mortagne , Flines-lez-Raches ,

Forest-sur-Marque , Fort-Mardyck , Fournes-en-Weppes , Frelinghien , Fretin ,

Fromelles , Genech , Ghyvelde , Godewaersvelde , Gondecourt , (La) Gorgue ,

Grand-Fort-Philippe , Grande-Synthe , Gravelines , Gruson , Hallennes-lez-

Haubourdin , Halluin , Hantay , Hardifort , Haubourdin , Haverskerque ,

Hazebrouck , Hem , Herlies , Herrin , Herzeele , Holque , Hondeghem ,

Hondschoote , Houplin-Ancoisne , Houplines , Houtkerque , Hoymille , Illies ,

Killem , Lallaing , Lambersart , Lambres-lez-Douai , Landas , Lannoy , Lauwin-

Planque , Lecelles , Lederzeele , Ledringhem , Leers , Leffrinckoucke , Lesquin ,

Lezennes , Lille , Linselles , Lompret , Looberghe , Loon-Plage , Loos , Louvil ,

Lynde , Lys-lez-Lannoy , (La) Madeleine , (Le) Maisnil , Marchiennes , Marcq-en-

Baroeul , Marquette-lez-Lille , Marquillies , Maulde , Merckeghem , Mérignies ,

Merris , Merville , Méteren , Millam , Millonfosse , (Les) Moëres , Moncheaux ,

Mons-en-Baroeul , Mons-en-Pévèle , Morbecque , Mortagne-du-Nord , Mouchin ,

Mouvaux , Neuf-Berquin , (La) Neuville , Neuville-en-Ferrain , Nieppe , Nieurlet ,

Nivelle , Nomain , Noordpeene , Noyelles-lès-Seclin , Ochtezeele , Oost-Cappel , Orchies , Ostricourt , Oudezeele , Oxelaëre , Pérenchies , Péronne-en-Mélantois ,

Phalempin , Pitgam , Pont-à-Marcq , Pradelles , Prémesques , Provin , Quaëdypre ,

Quesnoy-sur-Deûle , Râches , Radinghem-en-Weppes , Raimbeaucourt , Renescure

, Rexpoëde , Ronchin , Roncq , Roost-Warendin , Rosult , Roubaix , Rubrouck ,

Rumegies , Sailly-lez-Lannoy , Sainghin-en-Mélantois , Sainghin-en-Weppes ,

Saint-Amand-les-Eaux , Saint-André-lez-Lille , Saint-Georges-sur-l'Aa , Saint-

Jans-Cappel , Saint-Momelin , Saint-Pierre-Brouck , Saint-Pol-sur-Mer , Saint-

Sylvestre-Cappel , Sainte-Marie-Cappel , Salomé , Saméon , Santes , Sars-et-

Rosières , Seclin , Sequedin , Sercus , Socx , Spycker , Staple , Steenbecque ,

Steene , Steenvoorde , Steenwerck , Strazeele , Templemars , Templeuve ,

Terdeghem , Téteghem , Thiennes , Thumeries , Thun-Saint-Amand , Tilloy-lez-

Marchiennes , Toufflers , Tourcoing , Tourmignies , Tressin , Uxem , Vendeville ,

Verlinghem , Vieux-Berquin , Villeneuve-d'Ascq , Volckerinckhove , Vred ,

Wahagnies , Wallon-Cappel , Wambrechies , Wannehain , Warhem , Warlaing ,

Warneton , Wasquehal , Watten , Wattignies , Wattrelos , Wavrin , Waziers ,

Wemaers-Cappel , Wervicq-Sud , West-Cappel , Wicres , Willems , Winnezeele ,

Wormhout , Wulverdinghe , Wylder , Zegerscappel , Zermezeele , Zuydcoote ,

Zuytpeene.

Pas-de-Calais (62) : Andres , Ardres , Arques , (Les) Attaques , Audrehem ,

Audruicq , Autingues , Balinghem , Bayenghem-lès-Éperlecques , Blendecques ,

Boisdinghem , Bonningues-lès-Ardres , Bonningues-lès-Calais , Bouquehault ,

Brêmes , Caffiers , Calais , Campagne-lès-Guines , Campagne-lès-Wardrecques ,

Clairmarais , Clerques , Coquelles , Coulogne , Elnes , Éperlecques , Escalles ,

Esquerdes , Fiennes , Fleurbaix , Fréthun , Guemps , Guînes , Hallines , Hames-

Boucres , Helfaut , Hermelinghen , Heuringhem , Houlle , Landrethun-lès-Ardres ,

Laventie , Lestrem , Leulinghem , Licques , Longuenesse , Louches , Lumbres ,

Marck , Mentque-Nortbécourt , Moringhem , Moulle , Muncq-Nieurlet , Nielleslès-

Ardres , Nielles-lès-Calais , Nordausques , Nort-Leulinghem , Nortkerque ,

Nouvelle-Église , Offekerque , Oye-Plage , Peuplingues , Pihen-lès-Guînes ,

Polincove , Quelmes , Racquinghem , Recques-sur-Hem , Rodelinghem ,

Ruminghem , Sailly-sur-la-Lys , Saint-Folquin , Saint-Martin-au-Laërt , Saint-

Omer , Saint-Omer-Capelle , Saint-Tricat , Sainte-Marie-Kerque , Salperwick ,

Sangatte , Serques , Setques , Tatinghem , Tilques , Tournehem-sur-la-Hem ,

Vieille-Église , Wardrecques , Wavrans-sur-l’Aa , Wisques , Wizernes , Zouafques, Zudausques , Zutkerque.

b. NUTS Zone

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| FR302 | Pas-de-Calais |
| FR301 | Nord |
| FR30 | Nord — Pas-de-Calais |
| FR3 | NORD — PAS-DE-CALAIS |
| FR | FRANCE |

1. Method for obtaining the spirit drink

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| Title — Type of method | Cereals |
| Method | The following grains are used: rye, barley, wheat, oats, on their own or in a mixture. At least one of these must be malted. Transgenic cereals are prohibited. The grains are coarsely ground in a mill. |

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| Title — Type of method | Saccharification |
| Method | The ground grains are brewed in water in order to produce a lump-free mixture, which is heated to produce the wort. The diastase of the malt is solely responsible for the saccharification. |

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| Title — Type of method | Fermentation |
| Method | The wort is fermented under the action of yeast. With the exception of the distillation by-products, no substance for adjusting the fermentation is allowed. |

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| Title — Type of method | Distillation |
| Method | The distillation is carried out in several stages.  The final stage is carried out in accordance with the principle of simple discontinuous distillation using stills composed of a boiler, a still head, and a gooseneck. All these components are made of copper.  The final stage consists of adding the juniper berries (Juniperus communis L. and/or Juniperus oxycedrus L.) to the still. There must be at least 1 kg of juniper berries per 1000 litres of pure alcohol.  The spirits produced at the disposal of the distillation measure have an alcoholic strength by volume of less than or equal to  65 % to 20 °C. |

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| Title — Type of method | Ageing |
| Method | The spirits may be aged in wood. In this case, the spirit is aged in a wooden container for a minimum period of one year from the setting in wood. The minimum duration defined above is carried out without interruption, with the exception of the necessary manipulations to obtain the products. |

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| Title — Type of method | Finishing |
| Method | Colouring, sweetening and the addition of additives are prohibited. |

1. Link with the geographical environment of origin or the geographical origin

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| Heading — Name of the product | Spirits in Belgium |
| Detailed information on the geographical area or origin relevant for the link. | 1. Natural factors   The lands of Flanders consist mainly of Quaternary deposits in the Aa delta. The alluvial soils of Flanders are spread over the tertiary sands (Eocene), soft rocks cleared by erosion, until reaching the North Sea, while in the south-west of the area, the Highlands of 'Artois dominate the chalky (Cretaceous) plateau covered with silts, through imposing limestone slopes. The boundary between Flanders and Artois corresponds to a chalky coastline on which juniper populations develop in the native state.  The alluvial plain of the Flandre-Artois basin includes important groundwater, which is connected to the alluvium.  The area has an oceanic climate, with temperatures that are relatively stable from one year to the next. The close proximity of the North sea prevents any climatic extremes. There is low variation in temperatures, with lows mostly above 0 °C and highs that rarely go above 30 °C. There is regular precipitation throughout the year, accounting for an annual total of around 650 mm (the average for the past 30 years). The prevailing winds in the areas are come from the southwest, and they meet little or no obstacle.  These climatic and soil factors are greatly conducive to the production of cereals, in particular wheat, barley, rye and oats. The region is also very oriented towards dairy farming, with many dairy farms producing butter and cheese. Farming and livestock rearing creates a diversified landscape.   1. Human factors   The geographical area includes the areas in France where genièvre production is centred. These are areas influenced by Flemish culture.  There are two regions in question: French Flanders (western half of the current Nord department and 4 Pas-de-Calais municipalities) and Flemish Artois (north-western part of the Pas-de-Calais department) where the Flemish language and culture have been or are still very present.  This region is a land in which cereals are grown. Over 40 % of the agricultural sector is covered by them and nearly 80 % of farmers cultivates them. It is also a region that is very involved in cereal processing, producing more than 25 % of national malt output, and it has several flour mills. It is also a brewing region. One can count approximately 30 breweries in the Nord - Pas-de-Calais region, some of which are industrial in scale, but there are also craft breweries. In a short time, a large number of micro-brewers have been created. Lastly, the region has two distilleries of this drink made from distilling fermented cereal wort. Thus, this region has great know-how regarding cereal production and the transformation of cereals (malting, fermentation, distillation...).  3 Historical factors  From the end of the ninth century, cereal spirits flavoured with juniper berries developed in all 17 provinces of the Spanish Netherlands (which include Belgium as well as French Flanders and Artois). However in 1601, Archdukes Albert and Isabella, sovereigns of the Netherlands, prohibited the production and sale of brandy distilled from grain, fruits and vegetables. But clandestine distillation and smuggling with the Northern Netherlands, which had become independent of the Spanish monarchy, made it possible to maintain Juniper consumption throughout the 17th century.  The port of Dunkirk, sold by England to France in 1662 was to become a trading centre between the northern Low Countries and England, and exports of Dutch genièvre passed through it. Stival was a native of Dunkirk who returned home from a multi-year journey to the Low Countries. He owned cereals and juniper berries near Dunkirk and embarked on the project to distill genièvre. However, he only received the licences from the King of France to open a distillery in Dunkirk on condition that he did ‘not send by sea or by land any genièvre spirit to any part of the kingdom’. It was a question of not allowing the production of grain spirits from the provinces of Flandre and Artois (joined to France at the start of the 18th century) to compete with producers of wine spirits.  The French revolution brought down these barriers by the establishment of a free trade system and many distilleries were created in French Flanders as well as Flemish Artois. These two ancien regime provinces disappeared to merge into the departments of the Nord and Pas-de-Calais. As early as 1795, there were 6 distilleries in Saint Omer in the department of Pas-de-Calais. there were 72 distilleries in the Nord in 1804. These distilleries were set up on the model of Dutch distilleries. the Dutch had developed efficient stills to conduct simple discontinuous distillation of cereal wort. One third of output was consumed domestically and the other two thirds were mostly sent to England and the American colonies.  At that time ‘the distillery was part of the farm. It enabled part of the cereal crop to be turned into alcohol for sale. As for grains, residues from distillation, they are used as food for cattle.’ Furthermore, distillation is still a daily activity which is used at most in the winter months.  But in spite of its artisanal or agricultural aspects, geneva production in the 19th century incorporated technological innovations such as steam engines and distillation columns. However, the final distillation was always carried out according to the principle of simple discontinuous distillation using traditional stills designed by the Dutch. Lastly, unlike in Belgium and the Netherlands, where very early on the main distilleries used neutral alcohol made from beet molasses, ‘Genièvre Flandre Artois’ remained faithful to grain spirits.  The development of industry and mining in this region from the middle of the 19th century enabled the development of this spirit, which was taken up by the working-class population. At the beginning of the 20th century, a hundred distilleries produced approximately 30 000 hl of juniper. On the tables of the Nord and Pas-de-Calais, within a few years this spirit became the favourite drink of the region’s textile workers or miners, who drank it to give themselves courage. In spite of the decline in these heavy industries, ‘Genièvre Flandre Artois’ has remained the characteristic drink of this region. |
| Specific characteristics of the spirit drink attributable to the geographical area | ‘Genièvre Flandre Artois’ is characterised by:   * its white colour with stronger or weaker amber tones depending on the age of the product, and its silky texture when the genièvre is poured into the glass; * the nose can appreciate a notable smell of cereals, most often tempered by aromas of spice, smoke, spume, and juniper berries,   5   * To the mouth, generally the attack is lively and frank, carried by herbaceous notes. Then there is the aromas of cereals, spices that dominate, with a presence of juniper berries that tends to fade with the aging of the product. Finally, the "Genièvre Flandre Artois "is characterized by a strong persistence in the mouth supported by a slight bitterness.   In 1782 a book came out entitled ‘Histoire de la vie privée des Français’ [History of the private life of the French] in which the author, Le Grand d’Haussy wrote that the spirit produced in Dunkirk ‘is considered as one of the best there is’.  But the genièvre produced in French Flanders and in Flemish Artois has remained a grain spirit that is flavoured during distillation with juniper berries, which distinguishes it clearly from certain Belgian and Dutch genièvre produced by macerating the berries in neutral alcohol. Thus, in order to protect the specific characteristics of Flemish and Artois genièvre and to guarantee the quality of the product, the name ‘genièvre’ was defined in the French regulations at the beginning of the 20th century. ‘Genièvre’ is reserved for spirits produced under the conditions laid down by Article 15 of the law of 30 March 1902, by simple distillation in the presence of juniper berries, of fermented wort of rye, wheat, barley or oats, on their own or in a mixture. This definition is reproduced in Article 6 of the Decree of 19 August 1921, completed by ministerial circular No 57 of 21 August 1921. This French regulation protected French genièvre from foreign competition until the adoption of a European regulation on spirit drinks in 1989. The geographical name ‘Genièvre Flandres Artois’ is to be set out in Regulation (EC) No 1576/89 of 12 June 1989. |
| Causal link between the geographical area and the product | Consumption of genièvre in the region began due to this region belonging to the Spanish Low Countries and it developed through the Flemish culture of this small part of France. The soil and climate conditions of French Flanders and Flemish Artois are particularly suited to cereal production, and water is ubiquitous in the region. This made it possible to build up — throughout history — considerable know-how in the production and processing of cereals (malting, brewing, distillation).  This region’s history and its consumption habits sustained the production of genièvre made solely from cereals, the fermented wort of which is distilled together withof juniper berries.  The distillation, which allows the use of multi-tiered columns, must conduct the final stage according to the principle of simple discontinuous distillation using traditional stills, in order to produce an alcoholic strength by volume lower than or equal to 65 %.  Lastly, in order to respect the special characteristics derived from the raw materials and the processes used, this spirit is neither coloured nor sweetened, nor are any additives added to it.  ‘Genièvre Flandre Artois’ is an integral part of the region’s living food heritage. Drunk above all as a digestive, it has also found its way into many traditional recipes, as attested by the ‘Inventory of French culinary heritage — Nord Pas-de-Calais. The distilleries, listed in the local tourism routes, are like the region’s restaurateurs — they play a role in developing the appreciation of this gastronomic culture. |

1. Requirements under EU, national or regional legislation
2. Complementary to geographical indication
3. Specific rules concerning labelling

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| **Title** | General rules |
| **Description of the rule** | The spirits for which the geographical indication ‘Genièvre Flandre Artois’ will be claimed may not be offered to the public, shipped, put on sale or sold without bearing the geographical indication referred to above in very visible characters. The term ‘vieillie sous bois’ (aged under wood) may be used only from a minimum breeding period as provided for in the paragraph ‘ageing’ of the point ‘method of production of the spirit drink’ of this technical sheet. |

II Other information (I.Documents)

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| --- | --- |
| File name: | GenièvreFlandreArtois\_joe\_20150114\_0039.pdf before the Opposition Division had been filed. |
| Description: | Confirmation decision for Genièvre Flandre Artois |
| Type of document | Other |

|  |  |
| --- | --- |
| File name: | NAF-DemandeCorrection-GenièvreFlandreArtois.pdf |
| Description: | Note from the French authorities |
| Type of document | Other |

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| --- | --- |
| File name: | CDC IG Genievre Flandre Artois BO.pdf |
| Description: | Specification for Genièvre Flandre Artois |
| Type of document | Product specification |

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| --- | --- |
| File name: | CdcGenievreFlandreArtois-juin2017.doc |
| Description: | Proposal for amended product specifications |
| Type of document | Other |

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| --- | --- |
| File name: | NAF GenievreFlandreArtois 20170626.doc |
| Description: | Note from the French authorities |
| Type of document | Other |

2. Link to the product specification

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| --- | --- |
| Link: | https://info.agriculture.gouv.fr/gedei/site/boagri/  document\_administratif-afa7dd09-a9cf-415b- |
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